



PRESS RELEASE

IF YOU'RE NOT LIVING ON THE EDGE, YOU'RE TAKING UP TOO MUCH SPACE

ULTIMATE ADVENTURES: A ROUGH GUIDE TO ADVENTURE TRAVEL

From horizon-expanding treks to mind-blowing ice climbs, adventure travel is the edgy frontier for those who want to break out of their comfort zone and get out there. According to a study by the Travel Industry Association of America, adventure travel is one of the fastest-growing segments of the travel industry – **half of U.S. adults, or 98 million people, report having taken an adventure trip in the past five years.**

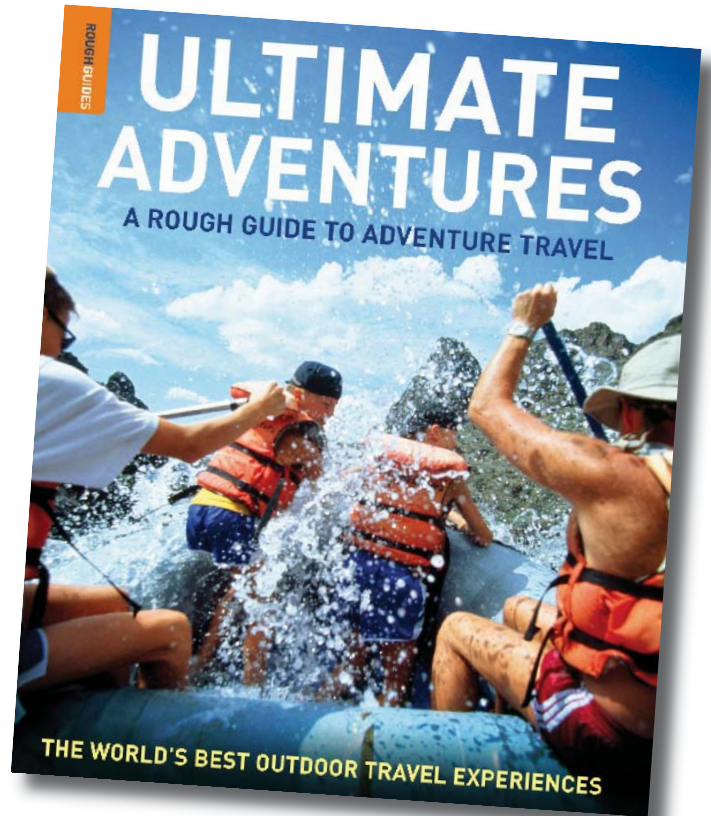
Although it can be difficult to define what constitutes adventure travel, *Ultimate Adventures* unleashes a broad spectrum of possibilities: Thousands of potential destinations were scrutinized, and the 'too tame' and 'unattainable' meticulously weeded out. The result is over 150 adventures destined to become the most memorable expeditions of your life.

Ultimate Adventures circles the globe to track down the world's best **trekking, climbing, diving, cycling, skiing, caving, surfing, and paddling** experiences.

Whether you are a committed adrenaline junkie or first-time thrill seeker, *Ultimate Adventures* tells you where, when and how to plan the adventure that best matches your skills, strength, capability and dreams.

"These are uncommon adventures for the common man," claims author Greg Witt. "The selected journeys are designed to become an adventurer's 'life list' with all the essential information to make the trip possible."

For an online sneak peek:
www.roughguides.com/ultimateadventuressampler



Ultimate Adventures:
A Rough Guide to Adventure Travel

NEW TITLE

Publishes October 2008

ISBN 978-1-85828-199-5

Large format, 320p, FULL-COLOR

\$24.99 US/\$27.50 CAN

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